



# King County Local Food Economy Initiative



Planning, Land Use & Sustainability Committee

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# Local Food Initiative Goals

**Expand our local food economy**

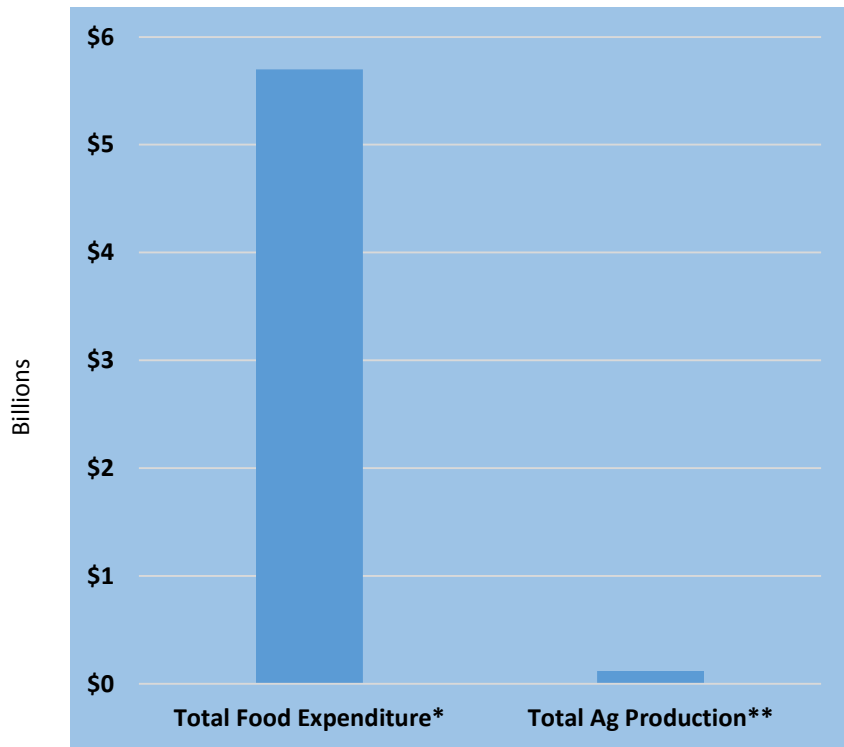


**Increase access to healthy, affordable food for low income communities**

Why now?

## Goal One: Expand the Local Food Economy

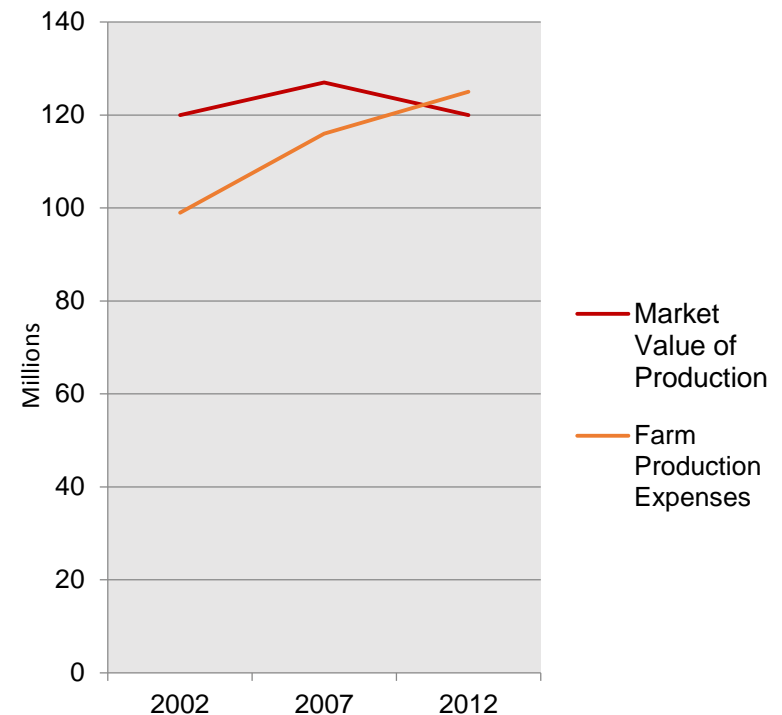
**King County Food Market  
vs. Ag Production**



Source: \*Bureau of Labor Statistics, 2012 Consumer Expenditures

\*\* 2012 USDA Agricultural Census

**King County farmers' cost of production  
outpacing their profitability**



Source: 2012 USDA Agricultural Census

FOR EVERY \$100 SPENT AT YOUR AVERAGE GROCERY STORE...



**\$25 (20%)**  
is re-spent locally for  
a total impact of  
**\$125**

FOR EVERY \$100 SPENT AT AN LFE GROCERY...



**\$52 (34%)**  
is re-spent locally for  
a total impact of  
**\$152**

FOR EVERY \$100 SPENT AT A FARMERS MARKET...



**\$62 (38%)**  
is re-spent locally for  
a total impact of  
**\$162**

FOR EVERY \$100 SPENT AT YOUR AVERAGE RESTAURANT...



**\$31 (24%)**  
is re-spent locally for  
a total impact of  
**\$131**

FOR EVERY \$100 SPENT AT AN LFE RESTAURANT...



**\$79 (44%)**  
is re-spent locally for  
a total impact of  
**\$179**

Why now?

Goal Two: Increase access to healthy, affordable food for low income communities

Cost is the critical factor for people of limited means



The price of fresh fruits and vegetables has increased by 40% since 1980 while the price of sodas has declined by about 30%

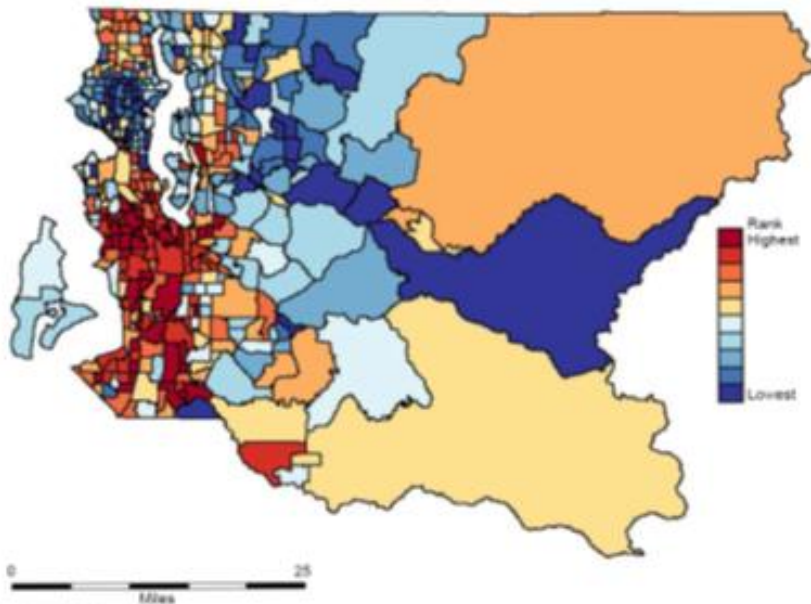


## Why now?

Goal Two: Increase access to healthy, affordable foods for low income communities

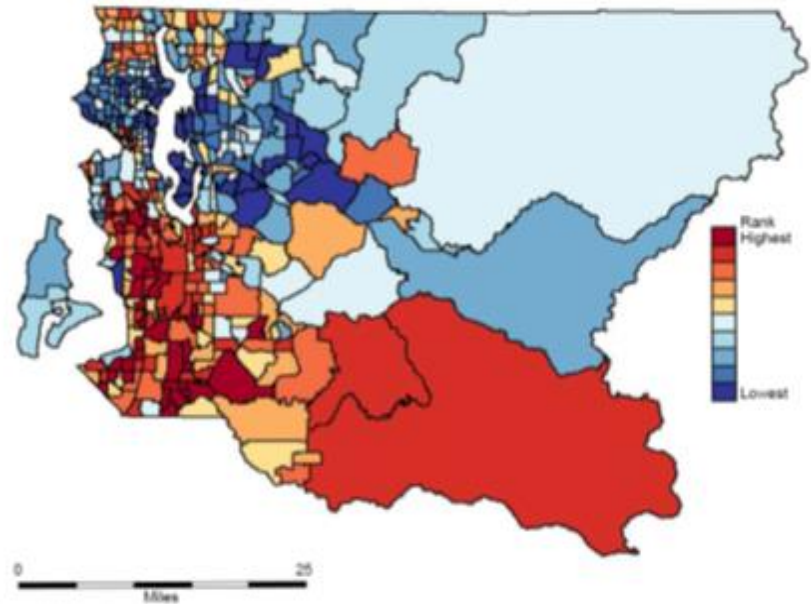
Healthy food affordability will help improve King County's health landscape

Diabetes Prevalence



Source: BRFSS, for adults age 18+

Obesity



Source: BRFSS, for adults age 18+

# Plan of Action:

## Kitchen Cabinet

### What is the Kitchen Cabinet?

- An advisory panel appointed by King County Executive Dow Constantine.
- Consists of private, public, and non-profit stakeholders who are all industry or issue experts in King County on the local food system and public health.

### What is the purpose of the Kitchen Cabinet?

- Deliver to the County Executive in November a set of measurable targets, strategies, and implementable action items for each goal that King County, the region NOT the government, can implement

***Completion of the report is not “success”, it will be the impact the targets, strategies, and action items have on the region, once implemented, that determines success.***

Plan of Action:

## Food Economy Goal – Example

Target: Add 400 net new acres in food production per year in King County (2% per year) for the next 10 years.

Strategy 1.1: Decrease start-up and expansion costs and remove barriers for farmers in food production.

Action Item: Convene a finance educational panel for farmers interested in starting or expanding food production in King County, consisting of presentations from various financing sources interested in funding agricultural land purchases.



Plan of Action:

## Healthy, Affordable Food Access Goal - Draft

- *Cost of unhealthy vs. healthy food*
- *Number of healthy options available at access points*
- *Payment options available to make options affordable*
- Increase consumption of fruits and vegetables
- Reduce food insecurity and food hardship
- Positive changes in attitudes, beliefs and behaviors
- Long term – reductions in obesity and diabetes

# Next steps

- Finishing up a draft action plan for both goals
- Gathering stakeholder and decision maker input and feedback
- Refine and finalize the action plan
- Implementation and evaluation

# Thank you Questions?

Bob Burns, Deputy Director – Department of Natural Resources and Parks

Celeste Schoenthaler, Healthy Eating & Active Living Program Manager, Public Health